OUR COMMUNITY POLICY

One of the most recognised and trusted brands on both the High Street and On-line, William Hill believes in building sustainable long term partnerships that make a positive difference in the communities in which we operate. Our social contribution falls into three broad areas.

**RESPONSIBLE GAMBLING:**
By operating in regulated markets we provide a safe environment for our customers to enjoy their leisure activity. We treat all customers openly and fairly, we protect the vulnerable and help to keep crime out of gambling.

**COMMUNITY CONTRIBUTION:**
We use our available resources and skills to make a positive contribution to the communities in which we operate.

**ECONOMIC BENEFIT:**
We provide significant employment and make substantial tax contributions in all of the countries in which we operate.

As an absolute principle, our community policy is integrated with and indivisible from everything the business does to be successful. Our business strategy is focused on three key priorities:-

- **Extending our expertise into international markets.**
- **Maximising the omni-channel potential of retail and online.**
- **Increased differentiation through technology.**

In order to embed our community objectives within our business strategy, we have created five core commitments, to:-

- Ensure that responsible gambling is a central thread that runs throughout our entire technological development journey both in retail and on-line; allowing our customers to remain in control.

- Recognise colleagues, customers, regulators and the wider community as stakeholders in our business and work constructively with them.
Use our scale, diversity and the talent within our team to achieve the same high regulatory and customer protection standards everywhere we do business.

Create a working environment that recognises individuality, creates opportunity and rewards achievement to ensure that we remain an employer of choice in each of the countries in which we operate.

Deliver on our promise to support our local communities in a way that recognises that one size doesn’t fit all.

In order to support these commitments we will:-

- **Provide financial support to projects.**
- **Support the giving of colleague’s time and,**
- **The matching of funds raised by colleagues.**

Our community approach will be supported by a framework of three key overriding principles which are summarised below:

- **SKILLS AND OPPORTUNITY.**
- **IMPROVING THE LOCAL ENVIRONMENT.**
- **CREATING OPPORTUNITIES THROUGH SPORT.**